

AMERICAN ROOFER & SIDING CONTRACTOR

**JANUARY
1950**

IN THIS ISSUE

1950 BUSINESS OUTLOOK IS GOOD
NERSICA CONVENTION PROGRAM
BRINGING CUSTOMERS TO "ON SITE" JOBS
PLASTICIZED WATERPROOFING AGENT



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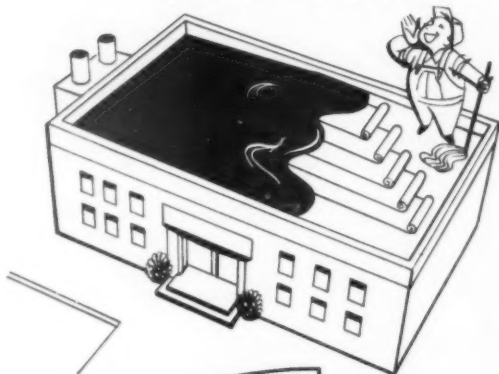
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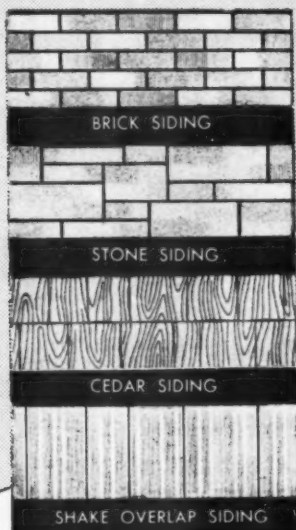
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National Roofing Contractors' Assn.

JAN. 23, 24, 25
BOOTHS 27 and 28

ATLANTIC CITY

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FEB. 13, 14, 15
BOOTH 51

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the easiest-to-apply
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Exciting new improvements add to the
profit margin of Lyf-Alum, and Lyf-Alum
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In this new decade, aluminum, which is coming now with
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the greatest volume in sales. You can see the reasons why
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- 1 Lyf-Alum provides increased beauty — its larger, $\frac{3}{4}$ "
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- 2 Lyf-Alum alone "goes on" faster and at a lower cost
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hangs in place for ready nailing.
- 3 Lyf-Alum alone is trouble-free — a special locking
"clip" makes concealed nailing easy, allows for
"movement" in expansion and contraction.
- 4 Lyf-Alum alone is corrosion-resistant because it is
covered on both sides by a special protective coat-
ing before painting.
- 5 Lyf-Alum has an improved painted aluminum win-
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easily as wood moulding. Lyf-Alum also provides
a sturdy outside individual corner and inside corner.
- 6 Lyf-Alum has a beautiful, lustrous, baked-on enamel
finish — the toughest, most durable finish known.



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. . . for already Lyf-Alum contractors are doing the alumi-
num siding business of their communities, sweeping compe-
tition out of the way. You can do it, too, if you get in now
and reap the big, profitable market that is waiting to be
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General Office - 3100 W. Cherry St., Milwaukee 8, Wis., Telephone Division 2-8010
Factory at Oconomowoc, Wis.

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150 PAGES crammed full of valuable information on applying, estimating, selling, training crews . . . on new methods, new products, new profit opportunities . . . on EVERY phase of your business.

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in the world devoted solely to helping you make more money and do your job better.

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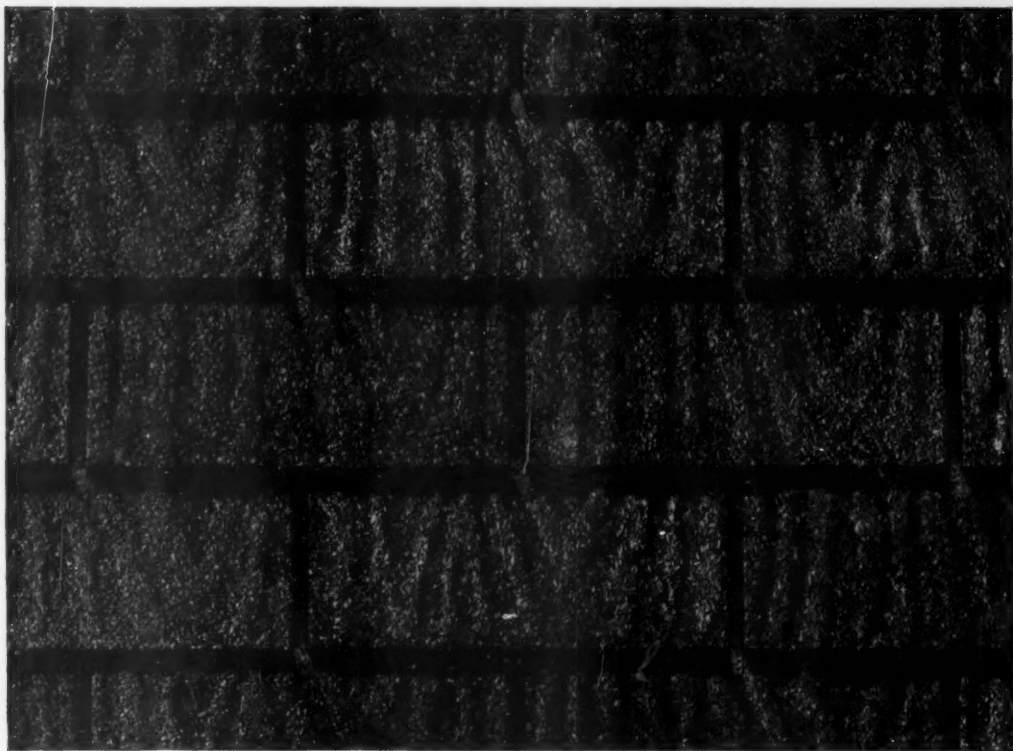
Please send me copies of the MANUAL
the minute it is off the press, in September.

NAME TITLE

COMPANY

ADDRESS

WOODTEX Asphalt Shingles . . . Standard Bearer of the Certain-teed Line



Back for Good . . . the Charm of Wood

IN FIRE-RESISTANT ASPHALT

WOODTEX

REG. U. S. PAT. OFF.

Woodtex Asphalt Shingles are back again!

Here is the original and exclusive Certain-teed Woodtex Asphalt Shingle . . . that brings your customers all the charm of weathered, hand-split wood shingles . . . plus the weather-and-fire resistance of Certain-teed Quality Asphalt Shingles.

No other asphalt shingle offers the distinctive texture and shading, the natural blended coloring

of Woodtex. To achieve its greater depth of shadow line and its durable, rigid massiveness, the graining is not pressed in but is built up on top of an extra-thick base shingle.

Woodtex Asphalt Shingles provide architects and discriminating home owners a roof absolutely unique in beauty and service—one that will mean further business for you!



Certain-teed

REG. U. S. PAT. OFF.

Quality made Certain...Satisfaction Guaranteed

You Profit from these Added Values-

with

MUNDET CORK ROOF INSULATION

YOU select carefully when you buy products for roof construction, knowing that there are differences in grades and values that affect cost and determine service performance.

Cork, likewise, has differences in grades and values. Because these may not be readily apparent to the buyer, it pays to buy from a known and responsible manufacturing source.

You get cork at its best when you buy Mundet Cork Roof Insulation: It is manufactured domestically, by the steam bake method—a process that offers these money-saving advantages:

- ... greater structural strength.
(the cork is uniformly baked
for maximum stability)
- ... lower "K" factor.
(this means **HIGH** insulating value)
- ... lighter weight.

Mundet Cork Roof Insulation is available not only in size 12" x 36", but also in two additional sizes: 18" x 36" and 24" x 36". This range of choice permits greater economy in laying. Mundet makes cork cant strips in required sizes and angles.

Estimates and services are provided promptly thru Mundet branch offices. Call on us now. Mundet Cork Corporation, Insulation Division, 7101 Tonnelle Ave., North Bergen, N. J.

Mundet district offices are located
in these cities:

ATLANTA
339-41 Elizabeth Street, N.E.

BOSTON
57 Regent St., North Cambridge 49

CHICAGO 16
2601 Cottage Grove Avenue

CINCINNATI 2
427 West 4th Street

DALLAS 1
505 Southland Life Annex

DETROIT 21
14401 Prairie Street

HOUSTON 1
Commerce and Palmer Streets

JACKSONVILLE 6, FLA.
800 E. Bay St.

KANSAS CITY 7, MO.
1428 Ill. Louis Avenue

LCS ANGELES
(Maywood)

6116 Walker Avenue

NEW ORLEANS 16
315-25 N. Front Street

PHILADELPHIA 39
856 N. 48th Street

ST. LOUIS 4
2415 South Third Street

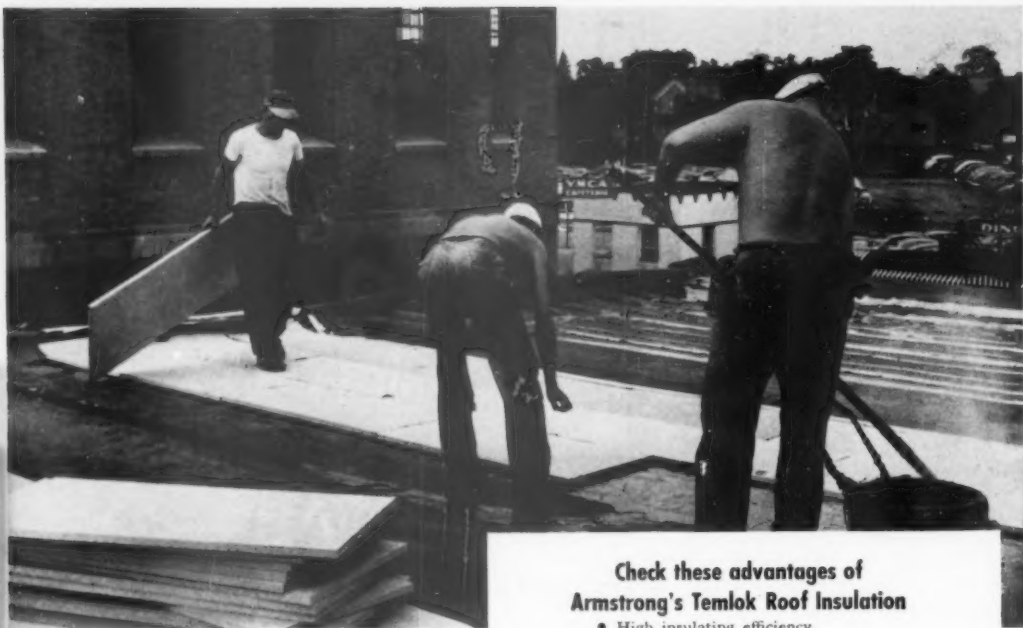
SAN FRANCISCO 7
440 Brannan Street

In Canada:
Mundet Cork & Insulation, Ltd.

33 Booth Avenue, Toronto

Write us for name of our nearest
representative if there is no Mundet
office in your city.

MUNDET CORK • ROOF INSULATION •



**Check these advantages of
Armstrong's Temlok Roof Insulation**

- High insulating efficiency
- Strong, rigid, durable fiberboard
- High moisture resistance
- Weighs only 1.35 lbs. per bd. ft.
- Easy to handle on the job
- Low pitch absorption
- Neat, firm square edges
- Low in initial and installed cost

Here's how Temlok cuts installation costs

Your workmen can do a fast, efficient job when they're installing Armstrong's Temlok® Roof Insulation. That's because Temlok is made of sturdy pine fibers. It's tough and durable. No special precautions are required to handle or apply it. This means lower costs and extra profits for you.

Temlok is strong enough to be hauled to the roof deck in slings. You can carry roofing felt over Temlok, and wheel carts of pitch across it, without serious surface indentation. Armstrong's Temlok Roof Insulation is light in weight, too, which makes it easy to handle, quick to install. All this adds up to less labor time, lower labor costs.

Low pitch absorption is another important Temlok feature. This prevents pitch seepage from lowering Temlok's insulating efficiency. Temlok has firm, square edges that fit snugly together to form

tight, trouble-free joints. You get a smooth over-all surface without voids to drink up pitch or weaken built-up roofing. This further speeds installation and helps to assure high-quality, long-lasting jobs. Temlok's performance makes your selling job easier. Its cost-cutting features help you keep your bids low and make a good profit.

You can compete for all kinds of jobs with Armstrong's complete line of roof insulation materials. Where added moisture resistance and durability are needed, the new Asphalt-Impregnated Temlok is now available. Where conditions are severe—in some industrial plants, for example—you can install the heavy-duty roof insulation—Armstrong's Corkboard. For full information on all three products, write Armstrong Cork Company, 6201 Concord Street, Lancaster, Penna.



ARMSTRONG'S ROOF INSULATION
CORKBOARD • TEMLOK

AMERICAN ROOFER

and SIDING CONTRACTOR

JANUARY

1950



BUSINESS IN 1950?

"It Will Be BETTER"

As is customary in the first issue of the New Year, AMERICAN ROOFER & SIDING CONTRACTOR presents its annual forecasts of conditions in the Roofing, Siding and Insulation industries by two outstanding association leaders. Their opinions are presented as they have written them and, of course, they are not necessarily those of the publication.

By JOHN E. MARSHALL

President, Northeastern Roofing,
Siding and Insulating Contractors Association

WE in Nersica territory are looking forward to 1950 with considerable expectancy for an improved business position. This optimism is principally based on predictions for a bigger and more prosperous 1950, both by independent and government economists; then too, we realize that the roofing, siding, insulating and combination storm window contractors have behind them almost two years of a buyers' market and thus have again learned that selling "is the thing."

We in the Northeast who, like our brothers elsewhere,

(Continued on next Page)

By BEN J. ESKO

President, National Roofing Contractors'
Association

WHAT is ahead for the roofing, siding and installation contractor in 1950? I predict that business should hold up in volume equal to that in 1949. It is even possible that business in 1950 will exceed 1949 as no one expects to see a recurrence of the slump which occurred in the Spring of 1949.

There is little doubt that the actual physical volume of work will exceed that of 1949, but the dollar value of this work may be lower if the present price trend continues. The slump in the first part of 1949 caused a

(Continued on next Page)



BEN J. ESKO

Esko

(Continued from preceding page)

fairly large percentage of contractors to drop prices below a level fair both to contractors and building owners.

This factor should encourage contractors wishing to maintain a high level of income to make a re-examination of their costs of doing business, for unless these costs are known and used as a basis for determining overhead and profit, no accurate estimates can be made.

Cost Control Needed

The contractor must learn how much it costs him to operate on the volume of business he can reasonably expect. If he adds to these costs accurate labor and material costs and a reasonable percentage for profit, his end-of-year figures will be in the right color of ink.

Like other associations in the building industry whose members depend for a large volume of business on deferred payment contracts, the National Association has been in the forefront of the fight which secured the renewal of Title I. of the National Housing Act, and our friends in the U. S. Senate and House have advised us that when it expires it will undoubtedly be renewed again if not made a permanent feature of Government insured financing.

Let me add that the 1950 market for roofing, siding and insulation contractors will be again a buyers' market in which competitive conditions will be even more marked.

Taking this into consideration on the basis of a volume of 65,000,000 squares of asphalt and tarred roofing products, it seems likely that the contractors engaged in roofing and siding will have

(Continued on Page 33)

Marshall

(Continued from preceding page)

coasted so long in a seller's market, now know that a revival and revitalized sales force is the answer to getting back that dollar volume being grabbed by superior selling of television, automobiles, appliances and other non-essential items. Many such sales forces are now built up by contractors in our territory and are functioning. "It's" the answer to every problem of volume.

Many Optimistic Signs

By way of substantiating our optimism for 1950 we wish to point out there are many factors working at high level operations in support of our feelings, including easy credit, record consumer incomes, rising money supply, stable labor conditions, rising population, tax prospects favorable to investment and spending and last, but not least, the close to \$3,000,000,000. insurance dividends to veterans. To take advantage of these favorable trends, again I'd like to urge stepped up intelligent selling.

There are really no bad spots in the business picture for the year ahead. Total spending in the United States is expected to reach almost \$267,000,000,000., a record level. In the boom year of all booms, 1948, the total spending only reached about two hundred sixty-two and a half billions of dollars. The 1949 total spending is expected to reach not more than two hundred and sixty billions.

Population and Income Rising

The U. S. population in 1950 will probably reach about 151,500,000 persons as compared with 149,200,000 in 1949 and only 132,000,000 in 1940. Individual incomes in 1949 will approximate \$210,000,000,000., but in 1950 will probably increase to \$220,000,000,000.

Rising standards of living promise more desire for home improvements thus more prospects for our contractors. Yes! Things look good to us here in the Northeast, IF, everyone goes out selling again. We can't compete with the door to door salesmen of non-essential items, for the home owners' dollars, unless we revise and improve our selling techniques and efforts.



JOHN E. MARSHALL

One of the chief weapons the roofing, siding, insulating and combination storm window contractors have is installment selling with FHA Title I to insure the loans.

FHA Must Be Continued

Nersica was acclaimed nationally as the leader of the effort to keep FHA active when its legal date of closing came round June 30, 1949. That fight is now history and the only thing important is that until March 1, 1950, we have FHA facilities available. After that no one knows, except we here in the Northeast are aware that the effort to keep FHA active after March 1, 1950, cannot lag; our association has never stopped contacting the administration, Senators and Representatives to bring about an early 1950 decision.

We, in all our propaganda, have constantly asked for a PERMANENT FHA. Our members have been asked to contact and confer with their Senators and Representatives before they return to Washington. They have been advised to ask for a PERMANENT FHA. We have reminded them that come March 1, 1950, a June, August or September, 1949, period of uncertainty may again confront them and so they should urge their representatives in Congress to return to Washington to promote a permanent FHA.

We fought hard for FHA in the interest of the home improvement contractors in 1949 and we promise renewed greater effort to have Congress

(Continued on Page 26)

Taking Customers To Completed Jobs "On The Site" Brings Volume Sales To Texas Roofer

By ALBERT KESHEN

Special To American Roofer & Siding Contractor

A "SIGHT-SEEING" tour during which prospective customers are taken on an automobile trip of the neighborhood to see for themselves types of roofing the company has installed (and discuss the work with the satisfied home-owner), is being used successfully by State Roofers, 501 South Comal St., to convince skeptics who are hesitant about placing their orders.

"This type of demonstration is a natural for us," said H. E. Pitts, office manager, "since most of our jobs are standardized metal trim and special shingle work which stand out prominently. Practically everyone we call on exhibits natural Texan hospitality and we have no difficulty at all in gaining admittance and going into a dis-

cussion of roofing with the owner. We don't stop at every one of the houses we pass by, but usually pick out one of the several demonstrated for a personal call."

Another important psychological factor pointed out by Mr. Pitts in this type of demonstration is to avoid having both man and wife sit together, preferably one in the front and the other

in the rear. This arrangement is to prevent any bickering or sharp differences of opinion between them which might hinder a sale.

Maintain Standard Fee

"Every once in a while," continued Mr. Pitts, "our guest will endeavor to button-hole the home-owner and ask him confidentially what he was charged in order to compare prices. But since we maintain a standard fee for all our jobs there's no trouble on that score."

In the course of such visual demonstrations, State Roofers' representative points out that the installation includes a 19-inch selvage-edge roofing of tar paper hot mopped over the corrugated iron. This material is a tar felt substance cut from a 36-inch roll with 19 inches of it covered with granule. It serves as an extra inducement and is often the factor that swings a sale.

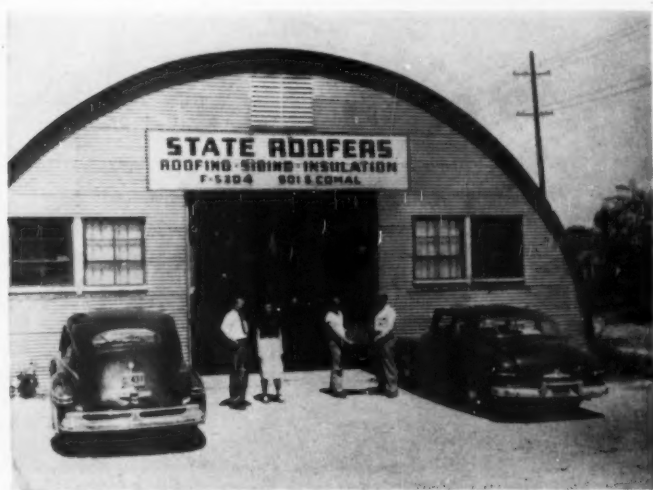
Use of Decals

State Roofers' salesmen's cars and trucks driving through southwest Texas also give the company advertising by having pasted on their windshields decalcomania stickers giving the name of the business, cities located, and "Roofing Specialists" in large type.

"These stickers are easily readable at a distance of about 150 feet," said William R. Johnson, general sales manager of the San Antonio office. "They serve as moving reminders of our services and have attracted considerable comment and attention. In fact, we were lucky enough to win first prize for the idea at the 1948 convention of the Marking Device Association in Chicago."

Practices such as these, including intensive house-to-house canvassing
(Continued on Page 28)

State Roofers, of San Antonio have several unique ideas for increasing business. Bringing the customers to actually see completed jobs as a demonstration of the quality of work done is only one of several incentives. Another is the "every salesman his own salesmanager idea."



The quonset hut type of building shown in the illustration above has proven an economical and valuable structure for combining offices and warehouses of State Roofers, San Antonio, Texas.

24 Objections To Signing And How To Overcome Them

(The Second in this new series of articles gives several more of the 24 objections and the answers to them.)

"Will Not Go Into Debt for the Job

The first thing that you explain to this man is that practically all homes have for years been bought under some mortgage plan, under which the owners paid off interest and principal in monthly payments or semi-annual payments, etc. You must call to their attention that if these plans were not available, how would anyone own homes. Explain to them that monthly payments were not instituted to inconvenience them, but were started to make it easier for people to have things which they could not obtain otherwise. Go on to explain to them how different people in other walks of life than theirs—some making more money, some less—have taken advantage of the privilege of having their homes re-roofed, re-sided and insulated—having the use of this protection against fire, water, wind, disease, etc., while they are conveniently paying for the improvements out of their budget.

Also bring out the facts that the improvements represent a systematic method of investment; that they are paying for the work in "losses" whether they improve now or wait; and that doing the work now *stops* the "losses" which they are paying for.

Credit Given is Confidential

It is important that you convince these people that the credit given them is absolutely a confidential matter—that in no way could even their next door neighbor or best friend find out that

they had bought a Roof, Siding or Insulation job under this plan. There are people who really never have bought anything unless they have the money to pay for it, and they are sincere in their belief that it is best not to—but it is your job to talk to them in a friendly, confidential way, as a banker would, and explain that in their particular case you are acting as their banker did when he loaned them the money to buy that same house with. *Dignity of a doctor, surgeon or banker's manner and self-confidence on the part of the salesman or estimator are the two strongest weapons that you have in a case of this*

kind. Be very careful never to mention the name of anyone, even though asked for it, when trying to sell one of these cash buyers on a time payment plan. This, of course, to convince them that the deal is confidential.

There is another thought that is most important in a case of this kind: People who are not easily sold on time payments must always have a reserve that they are just as reluctant to let go of as they are to sign up on a monthly payment plan. In other words, they are very good prospects, and if they do not have a bank account, very often they have the cash right in their own home. Hence, it is well to revert to a sales presentation rearranged to sell the job for cash, if you seem to be unable to put over the time payment deal. That is, change your tactics, assuming that you had decided to quote them your figures "on time" at the start.

"Other Companies Give Longer Guarantees"

Admit this at once, by stating that you are well aware of the fact that there are many roofers and carpenters who are guaranteeing their work for much longer than 10 years, some for 17 years and even 20 years. The next step is to explain that your company is one of the

(Continued on Page 32)

REAL LOOKING SHAKE DESIGN INSULATING SIDING



The new shake design insulating siding shown above is widely used for modernization. It has an actual overlap that produces natural shadow lines. Manufactured on a core of regular Graylite insulation board the siding combines both insulation and a new exterior surface. *Courtesy Insulate Division*

Courtesy Ruberoid Company

NERSICA Meets In Atlantic City

For Second Straight Year

February 13, 14 and 15, 1950 →

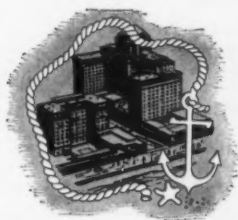
DETAILED plans for the 1950 Convention of the Northeastern Roofing, Siding and Insulating Contractors Association, Inc., released by C. N. Nichols, Managing Director, indicate that a larger and better planned convention to be held at the same site in Atlantic City, can be expected this year. The dates are Monday through Wednesday, February 13th to 15th.

Feature of this year's Convention is the Product Clinic in which a number of national manufacturers' associations will participate. Each association will be represented by a panel of at least three men, experts respectively in the fields of sales, advertising and publicity, and technical aspects of the types of products they represent. Following each assigned session there will be a question and answer period.

The following associations will participate:

- Asbestos Cement Products Association
- Asphalt Roofing Industry Bureau
- Cotton Insulation Association
- Insulating Siding Association
- National Combination Storm Window Manufacturers Association
- National Mineral Wool Association
- Stained Shingle and Shake Association

Among the speakers representing the associations will be T. D. Cole, President of the Lockport Cotton Batting Company and President of the Cotton Insulating Association since its inception in 1943. In conjunction with Lawrence M. Gilman of Gilman Brothers Company, Gilman, Connecticut, Mr. Cole will present the case for the



The Chalfonte-Haddon Hall

cotton insulating industry at the 1950 Nersica Convention.

Association Leaders

Fred H. Sides, Jr., Executive Secretary of the National Mineral Wool Association will head the panel of the Mineral Wool industry. Lee H. Mattes, President of Mastic Asphalt Siding Corporation, will serve as Chairman of the Panel of the Insulating Siding Association. R. G. Breeden, Secretary-

Manager of the Insulating Siding Association will also be on the Panel. The I. S. A. will devote itself to discussion of better application methods.

Representing the Asphalt Roofing Industry Bureau will be James L. Strahan, Technical Director, who will lead the Panel presentation for the asphalt industry.

Revised Hotel Plans

Some changes have been announced by Mr. Nichols in hotel plans for the Convention. The American Plan is optional at this year's convention, and the European Plan may be chosen in its place. Nersica has "run of the house" with rooms allotted on a first come, first served basis. The rates per day are as follows:

American Plan

Two persons in twin-bedded room \$25
One person in single room 13

European Plan

Two persons in twin-bedded room \$13



Once again the main dining hall of the Haddon Hall Hotel will provide the scene of formal luncheons and dinners and major presentations at the 1950 Convention of NERSICA. Exposition booths will be in the same Hotel.

Program, Exhibitors and Exposition Floor Plan

PROGRAM

MONDAY :: :: FEBRUARY 13th

10:00 A.M.—AWNINGS AND CANOPIES

Panel Leader:

J. E. ORCHARD, President, Orchard Brothers

11:00 A.M.—COMBINATION STORM WINDOWS

Panel Leader:

FRANK C. RUSSELL, President, F. C. Russell Co.

2:00 P.M.—ASBESTOS PRODUCTS

Auspices Asbestos Cement Products Association

Panel Leader:

L. ROHE WALTER, Adv. Mgr., The Flintkote Co.

3:00 P.M.—INSULATED SIDING

Auspices Insulating Siding Association

Panel Leader:

LEE H. MATTES, President, Mastic Asphalt Company

4:00 P.M.—ALUMINUM SIDING AND STONE SIDING

Leaders Not Yet Selected

TUESDAY :: :: FEBRUARY 14th

10:00 A.M.—NERSICA ANNUAL BUSINESS MEETING

2:00 P.M.—INSULATION

Auspices National Mineral Wool Association and Cotton Insulation Association

Panel Leaders:

Mineral Wool—

FRED H. SIDES, Secretary, National Mineral Wool Association

Cotton—

T. D. COLE, President, Lockport Cotton Batting Co. Other Types of Insulation and Accessories as Exhibited Will Also Be Discussed.

WEDNESDAY :: :: FEBRUARY 15th

10:00 A.M.—ASPHALT PRODUCTS

Auspices Asphalt Roofing Industry

Panel Leader:

JAMES L. STRAHAM, Technical Director, Asphalt Roofing Industry Bureau

11:00 A.M.—STAINED SHINGLES AND SHAKES

Auspices Stained Shingle and Shake Association

Panel Leader:

C. E. HEINTZ, President, Weatherbest Corporation

2:00 P.M.—MISCELLANEOUS PRODUCTS

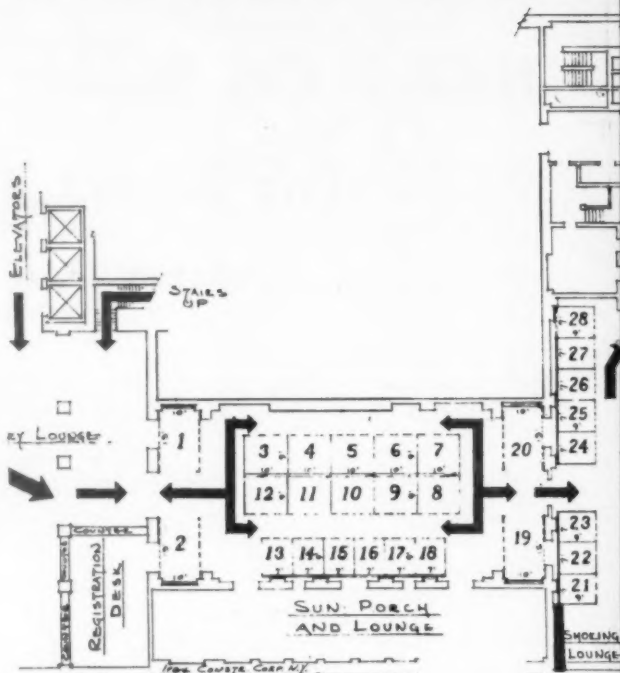
Each Year Many Products of a General Character are Shown in NERSICA Exposition—such as Ladders, Caulking, Paints, Screens, Mopps, Metals, Tile, Lighting Protection, Scraping Machines, etc. These will be discussed at this afternoon session.

Following each product discussion a question and answer period will be held. On the platform will be a full panel for each product, whose members will be able to answer technical, selling and general questions.

Booth

Exhibitor

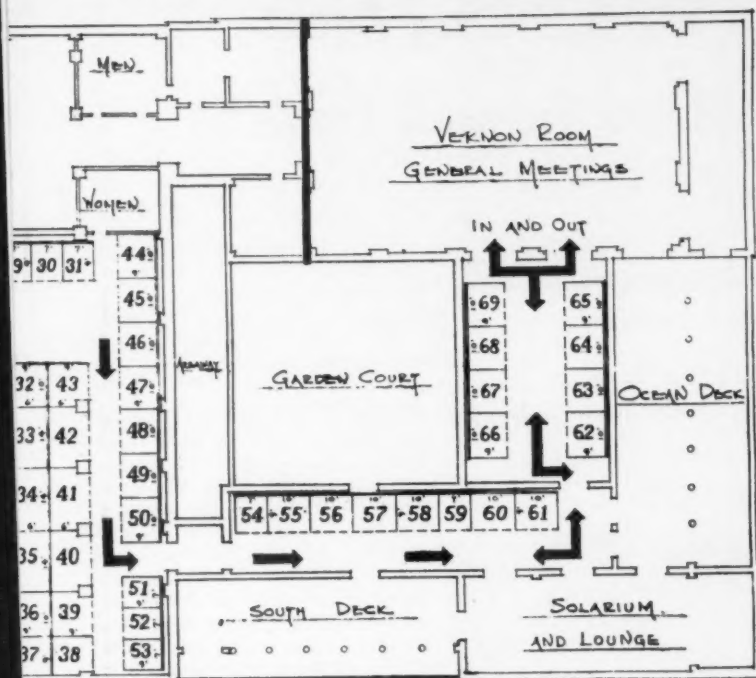
51	Aerol Products Co., Inc.
38-39	AlSCO, Inc.
16-17	Alumatic Corp. of America
	American Roofer & Siding Contractor
18	The American Stained Shingle Co.
64	The Auburn Shank Company, Inc.
4	The A. W. Barnhart Company
55-56	The Barrett Division
60-61	Bird & Son, Inc.
26	Bonafide Genasco, Inc.
13-14-15	Brixite Mfg. Co., Inc.
	The Built-Rite Mfg. Co.
48	Calbar Paint & Varnish Company
65	The Philip Carey Mfg. Company
45-46	The Celotex Corporation
59	Chicago Metallic Sash Co.
22	Eastern Duo-Fast Corp.
23	Certain-teed Products Corp.
37	Colvin Bros. Mfg. Co.
7	Compo-Miracle Products Company
24	Crest Industries, Inc.
58	Homasote Co. (entered at press time)



Exposition Floor Plan

31	Dewatex Mfg. Corp.
42	Electra Protection Co., Inc.
40	The Flintkote Company
	Gramatan Company, Inc.
	Independent Nail & Packing Co.
	Industrial Bank of Commerce
	Insulight Co.
27	Ingersoll Steel Division
28	Borg-Warner Corp.
68	Insulite Division
29-30	Minnesota & Ontario Paper Co.
41	Jasco Aluminum Products Corp.
9-10	Johns-Manville Sales Corp.
34	Jones & Brown, Inc.
5	Keasbey & Mattison Company
6	Lockport Cotton Batting Co.
52	Lowebo, Inc.
49	The Molloney Co.
69	National Gypsum Company
19	Orchard Brothers, Inc.
2	Owens-Corning Fiberglas Corp.
36	The Red Cedar Shingle Bureau
50	Reynolds Metals Company
1	The Ruberoid Company
32	The F. C. Russell Company
53	Sheet Metal Mfg. Company, Inc.
66-67	Shower Door Co. of America
21	Sprayed Insulation, Inc.
20	Steel Sash Sales & Service, Inc.
62-63	Storm Wizard Mfg. Co.
33	Supradur Corporation of N. Y.
8	The Texas Company
11-12	United States Gypsum Company
25	United States Mineral Wool Co.
3	Weatherbest Corporation
54	The Weather-Proof Company
57	Winsulite Mfg. Company
43	Wisconsin Aluminum Bldg. Products Co.
47	Witco Chemical Company

an 1950 NERSICA Convention



Main Floor, Haddon Hall Hotel.

Atlantic City

(Continued from Page 17)

One person in single room

7

Varied Program

Programs which proved popular a year ago will be repeated at this year's Convention. There will be a Monte Carlo Night and a special series of events for women who attend the show. The Chalfonte-Haddon Hall will be the headquarters for these festivities.

Mr. Nichols announced that several special trains would take guests from various sections of the country to the Convention. One such train will originate in Buffalo, New York, and another will travel through the New England States. For those coming from the New York and Philadelphia vicinity there is frequent scheduled service.

Annual Elections

An important event of every Nersica Convention is the Annual Election of Officers. The offices of President, four Vice-Presidents, and members of the Board of Directors will be filled for the coming year. 1949 Officers were:

J. E. Marshall, President; L. A. Kahn, C. W. Peck, L. A. Randall, and J. E. Somerset, Vice-Presidents; Don Lingenfelter, Treasurer, and R. J. Tobin, General Chairman of the Convention Committee.

Telephone Directory Fakers Milk Contractors of Plenty

(Continuing the series from *Newsday*, crusading Long Island newspaper, on schemes and tricks which the contractor should be on the lookout for. Report those that come to your attention to the local Better Business Bureau.)

The peddlers of the "Clip 'Em and Paste 'Em" schemes need neither a silver tongue nor a supply of high pressure. Their stock-in-trade is a classified section of the telephone directory, a pair of shears, a paste pot and a merchant who doesn't read what he signs.

A fast operator whom we shall call Sylvester Brown made a fine bankroll out of the scheme two years ago, and his counterparts still keep themselves in champagne with the same racket all over the country.

Brown, his wife and son sat down with a telephone directory one day, cut out the ads of independent merchants

and pasted them on printed invoice forms. Then Brown began making the rounds. Somehow, he usually managed to drop in while the businessman was busiest.

He flashed the form with the yellow ad pasted at one side and asked, in a tone that implied he really didn't care, "You'll be taking an ad this year, won't you?"

The merchant, who had been taking classified ads for 20 years, mumbled "sure," looked at the price (\$100 for a five-inch ad) and reached for his pen.

Two weeks later, he was sitting in an assistant district attorney's office,

bellowing with rage. When he signed, he had given only one glance to the invoice form and had read "Classified Directory" printed in large letters at the head of the page.

Sucker Takes Second Look

When the bill came, he took a longer look. The invoice was for something called "Household Guide Directory—distribution 5,000 guaranteed free to a selected group of homeowners in Nassau County."

"I thought I was taking an ad for the telephone directory," he wailed. "Now this crook says I have to pay \$100 for an ad that I'll be lucky if 500 look at. Do I have to pay?"

The invoice form was cleverly designed to delude the buyer and elude the law. True, it said "Classified Directory," but also carried the name of the publisher and warned the signer to "read carefully." The merchant who didn't read carefully paid.

Plasticized Waterproofing Agent May Solve Roof and Sidewall Problems

Twentieth Century Builders Corp.
Tampa, Fla.

THE intense heat of southern summers and the three months rainy season in Florida present an enormous problem in waterproofing. Buildings are almost invariably concrete block covered with stucco. Industrial buildings in many instances have metal roofs, some brick, and concrete monolith construction. Unusual expansion and contraction takes place due first to the heat and then to the quick cooling by the tropical rain. It is safe to say that almost every building in Florida, Southern Georgia, Alabama, Louisiana, and Texas need waterproofing to some degree.

During several months of working with the best waterproofing materials available, the results were good, but never quite 100%. This caused Alfred C. Bergman of the Twentieth Century Builders Corp. to make a personal study of the causes of leaks after waterproofing had been applied to walls and roofs. The principal causes were expansion and contraction of the buildings, causing cracking, structural cracks due to settlement, and the tendency of water paints and walls to become saturated. The extreme action of the sun soon took the life out of the oil paint, as did the excessive "suction" of the raw concrete to which it was usually applied.

Best Roofs Ruined By Weather

Probably the greatest culprit in the picture was the roof. The action of the sun and the changes in temperature played hob with the finest roof, causing the felt to dry out, curl up, asphalt to allegiate, and the saturation of the built-up roofing to disappear. First the joints

would leak and then the flashing and parapet.

With this roofing problem in mind Twentieth Century never did a waterproofing job without first inspecting



Waterproofing of area around window.

the roof of a building and telling the owner, when necessary, that it would have to be repaired before they could undertake to underwrite efficiency of waterproofing the side walls. In addition, no caulking compound could be relied upon to do a lasting job in the cracks and around the windows. Sun would quickly dry it out and it would lose its efficiency. In the case of roofs the owner usually told Twentieth Century to go ahead and fix the roof so the whole job would be under their supervision and their responsibility. Despite every effort to secure roofs against moisture penetration; despite the use of the finest types of roofing and asphalt; the trouble often reoccurred.

It was then that Mr. Bergman decided that the old method of waterproofing roofs and side walls was in-

adequate. Remembering his Navy days during World War II when he received instruction at the Preservation School in the Philadelphia Yard in the technique of "mothballing the fleet," Mr. Bergman wrote to R. M. Hollingshead Corporation, asking particulars about their strippable plastic material for civilian use. Hollingshead promptly replied with several hundred gallons of the plastic compound for experimental purposes. Weeks of experimentation followed. The material was tried alone; it was tested in combination with various other materials, and various side wall finishes. The results were dramatic.

Tests reveal that the strippable plastic material can waterproof and moisture proof packages, B-29's, ships, and



Waterproofing sidewalls and closing cracks with spray equipment.

Courtesy R. M. Hollingshead Corp.

various other material by simply wrapping them up in it. The same principle could be applied to buildings. They, too, could be wrapped up, roof and side walls, in the material.

Makes Lasting Finish

It was found that the material used in combination with either plastic coating or standard oil paint made a lasting and handsome finish to an exterior wall; that its tensile strength was sufficient to resist expansion and contraction of the building; that sprayed into the opening where trim met side wall it provided a permanently elastic caulking; that the same treatment for cracks permanently closed them; and that the caulking itself became one with the exterior applications of the material, since wet or dry, it welded to itself.

For roofs, it was found, the spraying over the entire area and including the insides and tops of the parapet formed a moisture and waterproof coating. To this was added a heavy coating of fine branded asphalt for body and wear. Over all, then, was applied a very high quality aluminum paint, based either in plastic or asphaltic compound. This last to reduce roof temperatures and interior temperatures, and to add many years to the life of the asphalt, since it formed a protection from the worst enemy of asphalt, the sun. The roof now looks like a great expanse of silver plate, one great continuous surface. The roof could be applied over old built-up roof with or without gravel, (loose gravel brushed off) or directly on the



Roof and parapet above illustrate the principle of "continuous seal."

sheeting itself, as was done in the case of a large cold storage plant in this area. Now, they had a light weight, water tight roof, wrapping up a building almost exactly the way the Army wraps its B-29's.

The new material has the character



Treatment of flashing around superstructure of roof.

of "continuous seal." In those two words lie the secret of its adaptability for roofing. It will seal corners; provide continuous seal over the parapet on down the wide wall, there to be finished exactly as the side, or finished off the top of the building just below the parapet.

Quickly Becomes Solid

It is interesting to note that though the plastic compound is a liquid, when it becomes a solid upon contact with air, it takes on permanently the set or pattern of the surface to which it is applied. In other words, with the material around a building you have actually formed a cast of that building, so that even if it did not bond of itself it couldn't fall off.

This treatment has been successful

on the refrigeration plants of two of Florida's largest citrus concentrate factories. The roofs are built-up with the Twentieth Century process right from fabricated board which was used as a combination decking and insulation. The joints were not a close fit. They received special treatment with spun glass membrane for extra protection. This roof solves another problem that has plagued refrigeration and cold storage plants from time immemorial. The seal stops the suction caused by the cold air inside drawing the moisture from the warm air outside. The seal is so efficient it completely eliminates the formation of ice and icicles, and the saturation of the insulation within the building. The reduction of the weight did much, too, to aid in construction.

On metal roofs the seal is good protection. There are many of these in the South, possibly because being metal, their purchasers expect them to last for many years. The reverse is just the case. Metal roofs corrode; they expand and contract to a far greater degree than any other type of roof; and they are sound conductors, noisy in rain or hail. They are also either intensely hot or intensely cold. There are many instances where the laps are not sufficient, and rain with wind behind it drives into the building. The expansion and contraction pulls the nails right out of the sheeting. The new material will cover a metal roof, again with a continuous seal principle, allowing for the unusual expansion and contraction. It deadens sound, has some insulating value, and protects against corrosion. The nail

(Continued on Page 27)



Window caulking with the plasticized waterproofing material.

in
**MATERIAL
LITERATURE**



in
**PRACTICE
EQUIPMENT**

Aluminum Awnings and Kits

Sold in a box or custom-installed, the new C-Thru Awnings made of aluminum, are now available for distribution by roofing and siding contractors.

The new aluminum awning has horizontal louvers similar in appearance to venetian blinds. Among improved designs of the awning is the "crowning" or curving of the louvers for beauty, strength and diffusion of light, and the addition of a rain lip to the back edge of each louver. The unique feature of the Awning is the patented method of supporting each louver under spring tension, in a semi-open position on the louver support rail, by means of supporting posts,



which are an integral part of the support rail.

Also available is a kit called the C-Thru Awning-Kit. Anybody who can use a screw driver can assemble the awning in a few minutes. When packed for shipment the kit nests snugly into a corrugated cardboard container 4" wide by 3" by lengths of from 3 feet to 12 feet.

The C-Thru Aluminum Awning Company manufactures the kits and the awnings.

Porcelain Enamel Shingles

Called Glasiron, a porcelain enamel roof shingle manufactured since 1924 is now available in brand new different colors, according to a booklet recently released by the Wolverine Porcelain Enameling Company and available to the trade.

The company claims to offer an unlimited choice of non-fading colors—permanent, fire-proof, waterproof, light weight. The product is custom built for each roof according to accurate drawings.

Booklet on Direct Mail

The availability of a new NRPGA publication, "How To Use Direct Mail Successfully," has been announced by Howard P.

Abrahams, Manager of the Sales Promotion Division and Visual Merchandising Group of the National Retail Dry Goods Association.

This new NRPGA book includes chapters devoted to 1) The amount of direct mail being used, and the advantages of its use by retailers; 2) Direct mail objectives; 3) Building direct mail lists; 4) Determining the type of printing to use in direct mail; 5) Art and typography; 6) How to use photography; 7) Estimating results of direct mail; 8) Typical examples of profit making direct mail pieces.

Additional features included are a sixty page rotogravure Christmas catalogue of Sibley, Lindsay & Curr, Rochester, New York, a typical Macy handbill, a Valentine mailing to customers by the Hecht Company of Washington, and a manufacturer's bill stuffer from Revlon Incorporated.

Siding Application Manual

Standardized methods approved by co-operating firms in the Insulating Siding Association, of application of insulating siding, have been brought together in an authorized booklet called the "Insulating Siding Application Manual."

This Manual can be had without charge by writing to this Department, or to the Insulating Siding Association direct. Every type of insulating siding and valuable additional information comes under consideration in the information-packed Manual.

Heavy Duty Shear

New shear for heavy duty sheet metal cutting is offered under the trade name of Super-Shear. It will cut steel sheets, rod and bar stock up to 3/4 in. thick and even thicker sections of non-ferrous metals. Tool employs a combination of compound lever, rack, and gear to multiply the force exerted on operating handles.

In cutting larger sheets up to 3/4 in. thickness, shear is placed on the floor, supported by rollers attached to lower jaw and held in position by a foot pedal. One or both hands may then be applied to the operating handle. Rack and gear may be disengaged, permitting the shear to be used

as a straight hand shear. Lower handle may be placed in a vise for semi-permanent use as bench shear.

Overall length of shear is 36 in.; length of blade, 9 in.; weight, 27 lbs. Illustrated circular is available.

Putty Knives and Wall Scrapers

The Seal Rite Caulking Co. has recently enlarged the scope of its operations to include the manufacture of putty knives and wall scrapers.

The new product consists of three lines, the "Imperial" line, the "Martin" line and the "Champion" line—three quality lines designed to meet the needs of all classes of trade.



The lines are of high-grade workmanship, incorporating custom work far above that in the ordinary commercial knife or scraper. They are made of cutlery steel, with finest wood handles and 3 large rivets ranging in size from 1 1/4" through 3 1/2" wide—stiff, semi-flex and full flex. They are packed 6 to a die-cut box—1 gross to a master carton.

Stapling Hammer

Heavy wire staples are driven into hardwood, sheet aluminum and hardboard by a stapling hammer that has a whiplike action. By a linkage inside the hammer head, the power of the blow is multiplied to force the staple into hard materials. Another feature is a transparent handle cover, enabling the operator to see the staple supply.

All Metal Folding Rule

Watson's all metal, folding rule is 5/8" wide, has a white face for easy reading of numerals and calibrations, and is equipped with spring steel joints that snap into place and remain absolutely rigid. This measuring device also has inside markings for additional

(Continued on Page 26)

For detailed information on products noted in this department drop a card to "What's New," American Roofer, 425 4th Ave., N. Y. 16, N. Y.



NEWS OF THE MONTH



ASSOCIATIONS ♦ COMPANIES ♦ PERSONALITIES ♦ GOVERNMENT

Ratcliff Named Director Of Housing Research at HHFA

Appointment of Dr. Richard U. Ratcliff of the University of Wisconsin as Director of the new HHFA Division of Housing Research, authorized under the Housing Act of 1949, was announced by Administrator Raymond M. Foley of the Housing and Home Finance Agency. He assumed his duties as director on January 2.

Dr. Ratcliff comes to his new position with some 20 years of varied experience in the housing field, including business, teaching, government, consulting, writing and research in the economic and social phases of housing, planning and real estate. He formerly was with the National Housing Agency, predecessor to the HHFA, serving at various times as an assistant regional representative, as Chief of Housing Economics, and as Director of the Homes Use Division in the war housing period. He has also served as consultant to the HHFA and its constituents, Public Housing Administration and Federal Housing Administration. Since 1944, he has been Professor of Land Economics, School of Commerce, at the University of Wisconsin.

Dr. Ratcliff will have the benefit of the guidance and advice of a staff of specialists and of a research panel in the formulation of the research program. This panel will include representatives of various segments of the homebuilding industry, public service groups and professional and academic technicians.

Building Materials Sales Trainees Graduate From Armstrong Course

Six members of the Armstrong Cork Company's Building Materials Division Sales Training Class have completed their course in dealer products and have been assigned to offices throughout the country, company officials have announced.

James H. Emack has been assigned to the Boston office; Walter H. King to New Orleans; Robert M. Pierce to Minneapolis; Richard M. Reid to New York; Eugene F. Ruether, Jr. to Detroit; and Porter R. Taylor, Jr. to Philadelphia.

Johns-Manville Elects

I. C. Raymond Atkin A Director

I. C. Raymond Atkin of (92 Knollwood Road) Short Hills, New Jersey, was elected a Director of Johns-Manville Corporation by action of the Board of Directors, it was announced by Lewis H. Brown, Chairman.

Mr. Atkin is a Vice President, Director and member of the Executive Committee of J. P. Morgan & Co. Incorporated. His election to the Board of Directors of Johns-Manville Corporation fills a vacancy created

by the death of the late E. T. Stannard, President of Kennecott Copper Corporation.

Mr. Atkin is Chairman of the Foreign Exchange Committee of the New York Money Market. He is a member of the Association of Reserve City Bankers, a member of the Bankers Association for Foreign Trade, and a member of the National Panel of Arbitrators of the American Arbitration Association. He is also Trustee of the Diocesan Investment Trust Fund of the Diocese of Newark, New Jersey.

Ernest F. Stecher of Stewart-Warner Dies Suddenly

Ernest F. Stecher, 55, general traffic manager for Stewart-Warner Corporation since



ERNEST F. STECHER

1934, died Monday, December 19, following a cerebral hemorrhage suffered three days earlier.

A native of Chicago, Stecher had been in traffic work since 1911. An active member of several traffic and shipping associations, he was licensed to practice before the Interstate Commerce Commission. He served with the United States Railroad Administration during World War I.

He is survived by his widow, his father, one daughter, a brother, two sisters, and two grandchildren.

Fairfield Re-elected President of Insulation Board Institute

M. C. Fairfield of Minneapolis, general sales manager of the Insulite Division of the

Minnesota and Ontario Paper Co., was re-elected president of the Insulation Board Institute, trade association of the insulating board manufacturing industry at the annual meeting, held in Chicago, Illinois.

D. D. Crandell, National Gypsum Company, was elected vice president, with the following elected as directors: E. C. Faulkner, United States Gypsum Company; J. Z. Hollmann, Flintkote Company; W. R. Wilkinson, Johns-Manville Sales Corporation; D. M. Pattie, Wood Conversion Co. and Marvin Greenwood, Celotex Corporation.

Building Research Advisory Board To Study Relation of Weather To The Building Industry

The new Building Research Advisory Board, an agency of the National Research Council, has scheduled its first research correlation conference for January 11-12 in Washington. Entitled "Weather and the Building Industry," the conference will consider climatological research and its effect on building design, construction, materials, and equipment.

Since the weather and climate influence all types of building design and construction, the subject chosen for the conference illustrates the aim of the Board to bring men from all fields of building research together with scientists of other fields, for the purpose of exchanging ideas and furthering cooperation in research. Through the conference it is hoped that the requirements of building research for weather data may be defined; and the climatologists, on their part, will explain how such data is obtained and what information is already available.

Francis W. Reichelderfer, Chief of the U. S. Weather Bureau, will participate in the conference. Dr. Reichelderfer has emphasized that while the Bureau is a source of extensive data on climatology, and is continually seeking to make this data more useful to industries.

Kumler Is New Asst. Dir. Of FHA Columbus, O. Insuring Office

The appointment of Karl W. Kumler as Assistant District Director of the Columbus, Ohio Insuring Office of the Federal Housing Administration effective December 1, 1949, has been announced. Upon the retirement of District Director A. L. Guckert, who will reach retirement age in February, Mr. Kumler will be advanced to the position of District Director.

Mr. Kumler, widely known throughout Ohio, was one of the early employees of FHA. He joined the staff in January 1935 as field representative in the Columbus office. He later was advanced to the position of

(Continued on Page 26)

Perfected ALUMINUM

- INSULATION
- ROOF PROTECTION
- BEAUTY



For a quick and easy means to Aluminum roof advantages—
Cooler interiors up to 20 degrees
Long term sealing against leakage
Beautiful metallic roof appearance—
It is . . . TENKOTE ALUMINUM LIQUID ASBESTOS ROOFING.

Guaranteed Ten Years of Roofing Protection

Write
THE AMERICAN ASBESTOS PRODUCTS CO.
DEPT. A
8001 FRANKLIN BLVD. • CLEVELAND 2, OHIO

Nailing It Down

(Continued from Page 11)

they would not remain leaders in their respective industries.

"While I agree completely that a salesman should 'steer clear of close alliances' with competitors and entirely refrain from 'being pally,' I think it is an important part of his job to observe, evaluate, and report all competitive developments in policies, plans and products affecting his business and that of his company.

"If a salesman can be 'unsold' by the activities of his competitors, it proves either that he is a weak individual, easily influenced, or that his company cannot stand honest comparison on an overall basis. The proof of the pudding is in the eating. On an overall basis, the morale of our own salesmen could not be higher, and yet they are keenly aware and currently conversant with all competitive conditions affecting the business in their territories. They apply this knowledge to the concrete benefit of themselves, their company and their customers.

"Can a salesman or his company operate successfully if they fail to keep currently informed on all competitive developments in their industry for the purpose of increasing their own strength and improving their own methods of sales, distribution and manufacture? To close one's eyes to competitive activities would be to stimulate the proverbial ostrich with his head in the sand or to plead ignorance of Russia's possession of the atomic bomb, which could only lead to disaster. In the eyes of his customer, a well-informed salesman can be of valuable help, whereas the kind of salesman who pleads ignorance of the conditions surrounding him by shutting his eyes to them is in no position to advise his customer how to meet competitive conditions.

"In any reference to competitive conditions, price of course is a factor, but nothing more. I think there are many other factors involved in competitive conditions which are more important than price alone."



Is "American Roofer & Siding Contractor" giving more and better service to the contractor? A look at 1948 in

(Continued on Page 26)



EXTRA PROFITS FOR YOU!

Because I.P.C. Lightning Protection is complete protection, it is highly in demand. Installers are now needed for various localities.

We manufacture complete lightning protection approved by Underwriter's Laboratories. I.P.C. Protection is essential for all types of buildings, such as dwellings, barns, elevators, schools, churches, industrial buildings, smoke stacks.

Installation completely concealed during construction of new buildings—semi-concealed after construction.

Territories now available . . .

INSTALL Improved LIGHTNING PROTECTION

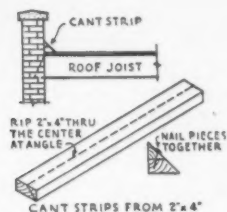
Write for Complete Information today!

INDEPENDENT PROTECTION CO.
BOX 537
GOSHEN, INDIANA

Kinks and Short Cuts

How to Make Cant Strips For Flat Roof

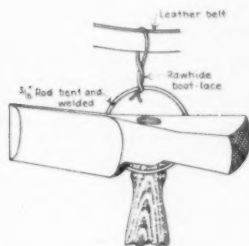
When making cant strips for a roof, I use a 2x4 cut diagonally as shown. The small piece which is ripped off is nailed to the larger



piece, making a solid unit. The advantages of this over ripping a 4x4 is that this strip can be made on the job with a hand rip, or powered handsaw.—F. J. Heiman, Minneapolis, Minn.

How to Carry Shingling Axe

The method indicated in the sketch shows a safe way to carry a sharp shingling axe with safety.



A 3/16-inch diameter rod is formed into a circle and welded where ends come together. A rawhide lace is wrapped around the metal ring, extended up and tied securely to workman's belt. In this manner the axe is held in place and is always handy when needed.—Submitted by J. G. Caldwell, San Mateo, Calif.

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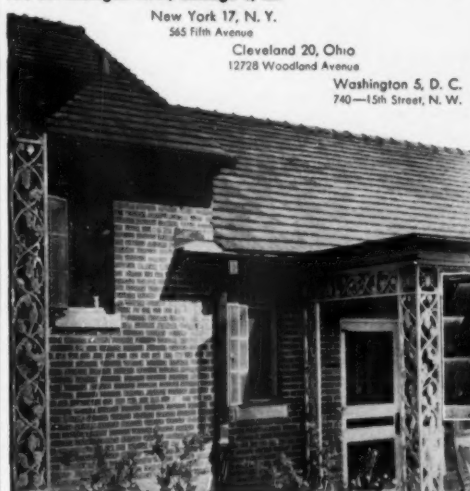
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Jacksonville, Florida

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New Orleans, Louisiana

Lucas Hunt Village
St. Louis County, Missouri

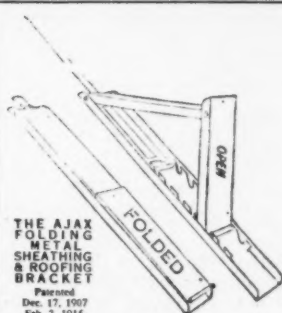
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40 Foot High Scaffolding Made Of Tubular Steel Used To Roof Church

When the St. Mary's Catholic Church at Defiance, Ohio had to be re-roofed completely, including the steeple, contractor A. R. Carpenter, of that city, utilized Tubular Steel Scaffolding to get the job done. The scaffold was erected to a height of 40 feet and provided a four-foot plank walk for the workmen and also for storing the slate.

About two tons of slate were distributed along the scaffold during the operation. The guard rail afforded protection to the men and even the green workers moved just as freely as on the sidewalk. To accomplish the job on the steeple, simple straight steel ladders with braces and side brackets were used. The hoist for raising the slate operated up and down a shaft formed by the scaffolding towers.



Scene at the re-roofing of the St. Mary's Catholic Church at Defiance, Ohio where tubular steel scaffolding was erected to a height of 40 feet. The scaffolding was also used for storing the slate used on the roof.

Courtesy Bil-Jax Corp.

Nailing It Down

(Continued from Page 24)

cate we are. As we were going over our Annual Index printed in December we noted that there wasn't room for the subscription blank which had been published the year before. The reason was simple. There were 94 feature articles published in 1949 as against 82

in 1948. Departments picked up too. "Kinks & Shortcuts" appeared 11 times as against 6 times in 1948. "What's New" is now as regular as the masthead, having appeared every single month last year, as against only 10 times in 1948.

—S. H.

News

(Continued from Page 23)

Administrative Assistant, and in 1945 resigned to go with the Guarantee Title and Trust Company where as Vice President he has charge of the company's mortgage loan department.

Mr. Guckert has been with the FHA for many years and pioneered its operations in Ohio. Under his direction the Columbus office has grown to be one of the most important in the middle West.

and Cuba Mail Steamship Company.

From 1924 to 1935 he served first as an engineer and later as sales manager for the Robert A. Keasbey Company. He left Keasbey to join Carey as insulation department manager in the company's New York office becoming New York district manager in 1937. In 1946 he was appointed general sales manager and early this year was elevated to his present position.

L. W. Clarke Elected A Director Of Carey

L. W. Clarke, vice president in charge of sales, the Philip Carey Mfg. Company, Cincinnati, Ohio, was elected a director of Carey at its board of directors regular quarterly meeting held at the company's general offices.

Clarke is a 1913 graduate of the United States Naval Academy. He served as a line officer in the U. S. Navy until late 1919 when he resigned to accept the position of assistant superintending engineer of the New York

Marshall

(Continued from Page 14)

stop all the uncertainties about the worthwhile government agency by setting FHA up as a permanent department of government.

Greetings and best wishes to all contractors everywhere for a happy and prosperous 1950.

Waterproofing Agent

(Continued from Page 21)

holes and the laps are especially treated with spun glass membrane.

The use of the plastic compound makes it unnecessary to rip up the old roof. It is fine for flat concrete or masonry roofs. It works excellently as a continuous seal roofing, no butts, no joints no laps, no beginnings, no ends, over vermiculite or zonolite roofs.

The material can be very easily applied with spray gun equipment, either in the South or in the North. As a matter of fact it probably could be more easily applied in the North than in the South. It is different from the old fashioned methods of roofing and waterproofing because of the continuous seal, its tensile strength, its characteristic of forming a pattern, its light weight, and its imperviousness to the elements.

Offices In Florida

Twentieth Century Builders now has offices in St. Petersburg, Ft. Lauderdale, Miami, and Bartow with the home office in Tampa. Some of the jobs are the Weather Bureau in Miami, U. S. Naval Air Station in Miami, Juice Industries, Inc., in Dunedin, Adams Packing Plant in Auburndale, Stovall Building in Tampa, First National Bank in Tampa, Beach Drive Hotel in St. Petersburg, Governors' Club Hotel in Fort Lauderdale, and many others including beautiful residences, commercial buildings, churches, etc.

While the roof and side wall treatment has so far been done only in the South, there is no reason why it should not be used in any climate. Refrigeration plants everywhere have the same problem, and roofs in the North are subject to the same problem of expansion and contraction as in the South. The new material remains flexible from 40° below zero to 180°F, so it is ideal material for the North Pole as well as the Equator and all points in between. There is, of course, a knack and technique that must be mastered, as is true with any quality work. Once learned, and it is rather simple, roofs and side walls can be done quickly, easily, and inexpensively. The use of material for other types of waterproofing, including below grade work, is obvious and well known.

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**FASTER
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IS AN ASSET—SO IS
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In close quarters the S-18 Tacker drives strong staples into hard to get at places.



**6 TIMES AS FAST!
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as old-fashioned hammer-and-nails

Faster—because it works faster—feeds and drives six staples in the time you'd drive one tack with a hammer.

Easier—because it works easier—one-hand operation leaves the other hand free.

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Installed on old
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moving slate. Ideal
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- LOW COST •
- FOOL PROOF •
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Sell Them On Every
Job from Now Till Spring

Write Dept. "R" for catalogues and prices. To protect trade please use your printed stationery.

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Texas Roofer

(Continued from Page 15)

which is not generally adopted by applicators in this section of the Southwest, have enabled State Roofers to build up an annual volume of about a half-million in roofing and siding. One natural reason, of course, for this marked rise in business is the favorable climatic conditions which enable applicators to work for 10 months of the year without serious weather interruptions.

Closers Act As Sales Managers

But Mr. Pitts attributes the company's success largely to the internal organization set-up under which each of the 10 closers at the San Antonio office is considered a sales manager in his own right. Before being given an order the man is made to realize that he is solely responsible for the satisfactory completion of the job and that if there are any defaults on payment, the sales manager must make good the loss. A similar arrangement is conducted for the six closers who work with eight canvassers from the Houston office at 2816 Navigation Building.

The San Antonio sales managers work with a crew of 15 canvassers and are given no definite territorial restrictions. "We find this practice works out successfully since it gives every man an equal chance at prospects," said Mr. Pitts. "On more than one occasion a man has reworked a row of houses from which a previous canvasser was turned down and received a substantial number of orders."

Canvassers must turn in daily prospect cards giving the following information: name and address, when they intend to roof, what they plan to use, time of appointment, where husband works, if the roof leaks now, have they a price? If so, how much? How old the roof is, and how long they have lived at the address given.

Payment by Commission

Payment is made on a commission basis. On-the-job training is provided with new men making the rounds in company with experienced sales manager closers. The recruit is given a quota for his first week's assignment and if he meets it he is presented a brief case with the compliments of the company.

Canvassers are given every opportunity to work up into sales managers,



Books

Building Insulation. by Paul D. Close, B.S. 2nd Edition—Revised and Enlarged, contains 328 pages, 154 illustrations, 54 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work. by William Nuebecker. 360 Pages. \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages. \$22.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Roof Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

The New Tinsmith's Helper and Pattern Book. by Hall V. Williams. \$3.00. A working guide on tinsmithing and elementary sheet metal work.

Standard Costs for Sheet Metal Workers. by Alfred Baruch. \$4.00. Describes a practical cost keeping system.

Roofing Facts Worth Knowing. by G. W. Owen. \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesmen.

My Hardest Sale is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

**Classified Ads
On Page 34**

and are presented with an order book only after they fully realize the responsibilities involved.

To straighten out personal kinks and discuss problems, both sales managers and canvassers must report to the front office for a conference at 8:45 a.m. daily. They are required to check back with the office either by phone or in person at about 4:30 p.m. daily. At some of these morning sessions, manufacturers' representatives are invited to address the group and acquaint them with new developments in the field.

Outside Promotion

Although canvassing is relied on primarily to obtain leads, the only outside promotion the firm uses is a classified advertisement inserted daily in both local newspapers, *San Antonio Express* and *San Antonio Light*. Under the heading, "Leaky Roofs Repaired," the firm's name, address and phone is given. Results from this media have been an average of one job a week at a cost of \$2.40 for the advertisement, and it has additional value in its reminder effect on the public.

Applicators On Their Own

The same arrangement of self-autonomy is carried out in the mechanical end of the business. There are 15 applicators working from the San Antonio office and six in Houston. These men must furnish their own equipment and rolling stock and are paid on a unit basis, although insurance and office administrative expenses are borne by the company. They have been averaging about 24 squares of roofing daily.

Many leads for orders are obtained from these mechanics who are trained to answer fully all questions put to them while they are at work, although they are told never to quote prices. On one occasion, a mechanic turned in a query which resulted in a \$1400 church job after a deacon had expressed interest in the work going on near his home.

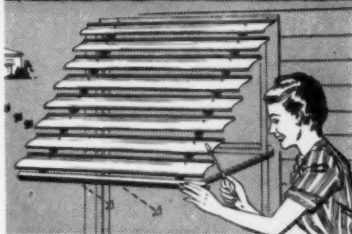
Quonset Hut Offices

A distinctive feature of the San Antonio office is the housing of the combined warehouse and two offices in a Quonset hut structure measuring about 100 feet in length and 40 feet wide. Made of corrugated iron, it was constructed by the company's workmen on the premises, which are rented, although the firm is contemplating putting up a similar type of structure at a nearby plot which they purchased.

The practical value of this Quonset

(Continued on Page 33)

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An entirely new principle in Awnings... MAXIMUM LIGHT, VISION & VENTILATION
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C-THRU Awnings are ALODIZED for extra beauty and corrosion resistance. Each 'AWN-Kit' is factory packaged individually in a cardboard container and is simply installed by either customer or dealer.

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JOBBERS: Territories still available.
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EASY TO INSTALL!

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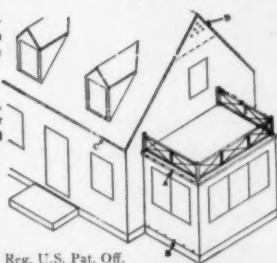
Made of aluminum—screened to keep out insects. Use on flat roofs, eaves and soffits, unexcavated areas, sidewalls, gables, storm sash, closets, boats, etc.

A—On flat roofs, install at eaves between joists.

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ROLL SIDINGS . . . Never need painting or staining, stay good-looking for years. Promotional material sent free if you check 5.

NEW MAGAZINE . . . Contractors have a chance to get the inside information in a rapidly developing field: "Building Specialties" monthly, tells all about storm-screen combo windows, overhead garage doors and many others. \$3.00 year. Samples free if you check 6.

HOOK KNIFE . . . with a retractable blade. Something really new in roofing knives. Blades are reversible, too, giving four cutting edges, and adjustable for depth of cut. No. 7.

FELT-LAYING MACHINE . . . At last, a machine that automatically does the job of laying felt on a built-up roof. Three men do the work of five. For information, free details, check 8.

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RED SLATE ROOFING . . . a better roof at a saving of 20 to 40% when you purchase this finest non-fading roof. Low cost, too! For folder, details, check 15.

MEMBRANE FABRIC . . . and asphalt products, for roofing, waterproofing, insulation, damp-proofing, flooring, and many other roofing products, by a quality house at reasonable prices. Check 16.

ALUMINUM CLAPBOARD . . . siding is here. Heavier, more pronounced butt throws a deeper shadow line, baked-on enamel finish. Distributor franchise provides protected territory. Information free, check 17.

ALUMINUM INSULATION . . . as well as roof protection and beauty, cooler interiors up to 20 degrees, long term sealing against leakage, guaranteed ten years of roofing protection. Find out about it by checking 18.

ROOFING, SIDING & BUILDING . . . Specialties Manual. Fifth Year. 1950 Edition just out has all the data you're used to seeing in these standard reference books of the trade, plus lots of new information about products you can add, like combination windows, overhead garage doors, kitchen tile, and many more. \$3.00. On approval if you check 19.

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MANY ROOF DRAINS . . . with copper flashing and expansion joint. Some territories open. For information, check 21.

KETTLES FOR "HOT-STUFF" . . . many sizes, skidmounted, steel wheels, hard rubber tires and pneumatic tired roofing kettles. Leaflet 400A, free, check 22.

NO FREEZING . . . with this unit which prevents winter freeze in drains. Only one size needed, easy to handle, simple to install. A steady, all-winter selling item. Check 23.

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JAN., 1950

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4 <input type="checkbox"/>	10 <input type="checkbox"/>	16 <input type="checkbox"/>	22 <input type="checkbox"/>	28 <input type="checkbox"/>	
5 <input type="checkbox"/>	11 <input type="checkbox"/>	17 <input type="checkbox"/>	23 <input type="checkbox"/>	29 <input type="checkbox"/>	
6 <input type="checkbox"/>	12 <input type="checkbox"/>	18 <input type="checkbox"/>	24 <input type="checkbox"/>	30 <input type="checkbox"/>	

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BITUSTATIC CEMENT . . . and many other roofing products. For details check 26.

SNOW GUARDS . . . for many types of roofs. Standard for fifty years. Details and complete roofers' wholesale prices available, check 27.

CAULK IT UP . . . with this perfect sealing compound which comes in many colors. Information and free gun offer, check 28.

MOP HEAD AND STAPLE . . . and many other roofing accessories. For information check 29.

ALUMINUM AWNING . . . kit that sells on sight. This packaged aluminum awning is a made to order deal for home and industry. Territories also available for application. Name of nearest jobber sent if you check 30.

TACKING INSULATION . . . and roofing felt is a cinch with this easier working stapling hammer. Save time and money with an instrument that's six times as fast, three times as strong. Check for info, No. 31.

TILE SHINGLES . . . When better roofs are made they'll be made with tile roofing shingles, made by the largest manufacturer in America. Many types, for every kind of home. Complete details if you check 32.

ELECTRIC HAMMER . . . and drill, saves time and money installing expansion anchors, raking motor joints. Star drills in 20 diameters. Easily transformable into an electric drill. Bulletin 485-AR if you check 33.

Fred J. Doster Of Aeroil Passes Away Suddenly

The sudden passing away of Fred J. Doster, Eastern Sales Manager of Aeroil Products Company, Inc., South Hackensack, New Jersey, was announced this month by M. M. Yarrington, General Manager of Aeroil. Mr. Doster had been for years a popular well-known representative for the Aeroil Corporation.

Insulite Appoints Dallas Firm as Distributor of Building Prods.

The appointment of the Huttig Sash and Door Company, Inc., Dallas, Texas, as wholesale-distributor of Insulite building products has been announced by M. C. Fairfield, Sales Manager for the Insulite Division of Minnesota and Ontario Paper Company, Minneapolis.

John B. Sherwood of Dallas, Texas, has been appointed as a territory representative by Insulite and will work with the Huttig organization in merchandising the Insulite line. A resident of Texas for more than eleven years, Sherwood has been continuously active in the building materials field for most of this period. As a sales representative for several leading manufacturers of building products, he is widely known among lumber dealers, contractors and architects in Texas.

In 1950 Resolve.. TO BE READY FOR THE BIG JOB AS WELL AS THE SMALL Buy a MATT FELT LAYER!

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TO HELP THE
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Red, Black and ALUMINUM
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PARALASTIC PRODUCTS CO., INC.
122 EAST 42nd STREET, NEW YORK, N. Y.

Yours for the Asking

See pages 30-31

24 Objections Answered

(Continued from Page 16)

largest of the big roofing manufacturers and which give guarantees on their roofing materials for 10 years. Now, if the manufacturer guarantees the roofing materials for 10 years, the responsibility after that time shifts to the roofer. You must have the information at hand to clearly show why your company is in a better position to be in business 10 years from now than your competitors are. For instance, you must also bring out that although the manufacturers' guarantee on the materials in these jobs is for 10 years they believe, from laboratory tests, that their roofings and sidings will last a good many years beyond that time.

Many Guarantees Only Selling Inducements

A guarantee is just as good as the person that offers it—and when a carpenter, roofer, dealer or mail order house has to offer a foolishly long-time guarantee, it should be made evident to a customer that there is something weak somewhere in the proposition. You may add at this time that an automobile is guaranteed for 90 days, with the labor expense paid by the customer to install the guaranteed parts. You draw this parallel to show that while an automobile which will cost from three to fifteen times as much as a roof or siding will, it usually wears out in two years and is expensive to keep up, whereas a roof or siding will often last from 15 to 25 years or more, and rock wool insulation will last a lifetime, each without any expense at all, provided it is genuine—a good first class material applied by well trained, experienced mechanics such as your company employs.

You can also bring out that if the

homeowners have been offered longer terms of guarantee than the roofing manufacturer will himself offer, they have been offered them simply as a sales inducement; that you offer a genuine guarantee on your materials and workmanship—a guarantee by your company that if any kind of adjustment is necessary, your company will make it without argument.

Recent Death in the Family

If the deceased was the husband, it is a matter of record that the wife is very often not hard to sell a roof or siding or insulation job to. She has undoubtedly received insurance money, and has it for the payment. There is a certain type of salesman or estimator that can sell women who suddenly find themselves in this position. Kindness, detailed explanation of personal supervision that will be given the job by your company's Manager, and yourself, carry a lot of weight in a case of this kind. It is well for the salesman or estimator to have the names of several women for whom his company has done work while the customer was in the same position. Again, these people are not hard to sell.

The majority of widows have been provided with a sustaining income in some form, besides the home to live in, so you should always assume that they have the money.

If it was the woman that died, the salesman or estimator is not to consider the man any harder to sell a roof or siding or insulation job to than he was before this happened, provided enough time has elapsed since the death. By enough time is meant no longer than he would be delaying, under any other conditions, in purchasing anything he definitely needs.

PIGEON PROOFING

Bird Nuisances Eliminated
Effective—Economical—Lawful
Positive Permanent

— Beware of Patent Infringements —

OUR WORK GUARANTEED

THE STANGARD PIGEON & BIRD REPELLENT CO., INC.

523 West 184th Street

WAdsworth 7-3300

New York 13, N. Y.

CABLE STANGARD

Patching Old Roof Called Poor Idea

When an old roof begins to leak, it wears out uniformly and patching is seldom an effective means of repair, according to the National Bureau of Standards. In fact, new leaks might be started when workmen climb on the weak roofing.

In most cases, the most practical way to make permanent roof repairs is to replace the roofing material or recover it with asphalt shingles. This kind of roofing also adds fire-resistance, a quality considered essential by the National Fire Protection Association.

Roofs which will catch fire from chimney sparks or airborne fire brands are the fourth-ranking fire hazard according to property damage and fifth hazard according to number of fires, the NFPA says. In hundreds of cities and towns, building codes now prohibit the use of flammable shingles.

Esko

(Continued from Page 14)

a dollar volume of approximately \$800,000,000. Adding the other lines such as insulation, the industry should look for not less than one billion dollars in contract volume.

What's New

(Continued from Page 22)

convenience. All figures are stamped in the metal so they cannot be rubbed off through constant use. Another feature is the precision straight line edge which is maintained along the joints. A perfect line may be marked all along the entire 72 inches without a break or irregularity.

Texas Roofer

(Continued from Page 29)

set-up is shown in the case by which trucks can enter for unloading and loading material, a factor of considerable importance since the company prides itself on its ability to make a roof installation two or three days after the order is received.

State Roofers was established January 1, 1946, in San Antonio by L. W. Frink, sole owner, who has been in the roofing and siding business for the past 15 years. Mr. Frink operates on the principle of self-autonomy for his men, delegating to them full responsibility for the completion of orders and payment.



They must make good or we will!



STAY SHARP ROOFING KNIVES

First choice with roofers for almost 100 years. Stay Sharp Knives are preferred because they have a keen, rigid blade that cuts and trims smoothly—evenly—accurately! Hand-honed blades, uniformly tempered by an exclusive process are driven into custom built handles . . . never a wobble. And you'll never tire from an uncomfortable grip—Stay Sharp Knives are designed for perfect palm fit, always giving you a firm grip.

Since 1850, R. Murphy Stay Sharp Roofing Knives have made roofers' work easier. They must make good or we will!

Ask for them at your nearest Hardware or Roofing Supply Store

**No play!
No wobble!**

**R. MURPHY'S
SONS COMPANY**

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RED SLATE America's Finest Slate Roof

Exclusive, distinctive, RED SLATE is available again! This peer of all roofs, SHELDON'S natural slate is an ideal product for roofers. Always preferred by architects and discriminating homeowners and pays its own way. Its endurance is measured not by years, but by centuries. Also available in unfading green, unfading mottled green and purple, and weathering sea green.

Write for Illustrated Folder

SHELDON SLATE PRODUCTS CO., Inc.

SINCE 1917

Largest Producers of Red Roofing Slate and Flagstones
MIDDLE GRANVILLE, N. Y.

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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MANAGER - SUPERINTENDENT. Age 50, thirty years practical experience all types sheet metal, built-up, slate and tile, capable taking entire charge, familiar with all structures, residential, commercial, industrial, can locate anywhere. Can handle large or small projects from inception to completion. Box 220, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

HELP WANTED

EXCELLENT OPPORTUNITY FOR an experienced Metal Awning or other Building Specialties Sales Manager. This position will pay in excess of \$12,500 yearly. Write Buffalo Kool Vent Metal Awning Company, 138 Allen Street, Buffalo, New York.

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MIGHTY MIDGETS

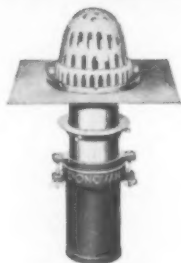
These one-inch "Mighty Midgets" will appear each month on same page with classified advertising. Price one time, \$12.50; six times \$11 per insertion; 12 times \$10 per insertion.

DRYEX

will make money for you and win you many friends. This synthetic plastic is brushed over leaky brick, masonry, metal or wood walls. Gives unlimited protection. Made of same materials formerly used for waterproofing war materials.

Patents pending. Write for particulars. LASTING PRODUCTS COMPANY, Baltimore 23, Md.

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ROOF DRAINS
Plate 1

With copper flashing and copper expansion joint. Produced in many other types with and without expansion joints.

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AT JOBBERS' PRICES

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ROCK WOOL MANUFACTURER requires four salesmen (two in East, one each in South and West) with thorough knowledge of all phases of Rock Wool business with ability to organize and train sales organization for applicators. Excellent opportunity for advancement to an executive position. Reply Box 218, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

IMMEDIATE OPPORTUNITY FOR LOCAL married man possessing hustle and a late model car to connect with live-wire sales organization soliciting roofing, siding, insulation, alterations, aluminum windows, fences, etc., to home owners on Long Island, New York. Earnings unlimited. Box 188, Jamaica, N. Y.

WANTED: A NEW crop of men to enter retail selling as a career. Here is a chance for year round selling of roofing and siding with an established concern, plus the chance to start a new life in the wonderful climate of New Mexico. This is the ideal spot for asthmatics and sufferers of similar ailments to recuperate in. Full and part time work can be arranged. Tired of shoveling snow and carrying ashes through long cold winters? Then write for an interview which may lead to a profitable position. Box 217, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y. 1-50

MANUFACTURER'S AGENT WANTED for portable power saw. Good opportunity for man with allied lines. Box 214, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

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INSULATION BLOWING MACHINE. Used but in good condition. Mounted metal trailer. Victory-Acme Blower size 59. Power LeRo 2 cylinder engine. \$250. Building Specialty Co., P. O. Box 295, Savannah, Ga.

FOR SALE: 4 Model 44 WC Superior LeRo 4-cylinder; 1 type 2G Hamann Hurricane; 1 model 31W General and General Power Takeoff Wm. W. Meyer & Sons, Inc., 8311 Niles Center Rd., Skokie, Illinois.

1938 WHITE TRUCK mileage 32,255 extra heavy body, fully equipped with LeRo blower, etc. for Insulation. Reasonable. Box 222, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

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MISCELLANEOUS

INFORMATION IS BEING sought of the whereabouts of **RAYMOND JOSEPH HOLMES** on behalf of his wife, Sarah, and their minor son, whom he has failed to contact for quite some time. This man was born in New Jersey on June 20, 1913. He is 5' 10" tall, weighs 160 lbs., has brown hair, blue eyes, worked as a roofer. Anyone aware of his present location is requested to communicate with the National Deserption Bureau, 105 Nassau Street, New York 7, N. Y.

SALESMEN: If you want to improve your selling technique, get a copy of *My Hardest Sale* advertised on page 6. This brochure contains authentic stories from men on the firing line, the fellows who go out every day and get the signature on the dotted line. There are 20 real, live, success stories at 10 cents per story, or \$2.00 for the brochure. Send for one or several today. American Roofer, 425 Fourth Avenue, New York 16, N. Y.

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More Jobs... Close them Faster, Easier.
Put These New**

Double-Duty INSULITE* SIDING

**Sales Tools to Work for You... to Get Prospects
and to Close Sales**

NEW DOOR HANGERS

Brand new... with a touch of humor your prospects can't resist. They'll look — read — get interested — and go over to see their neighbor's house with the beautiful new INSULITE Siding. Result: You get a new prospect.

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Filled with big, generous-size natural color photographic reproductions of actual siding jobs... to prove how beautiful any home can be made with INSULITE Siding. If he wasn't a prospect before, he'll be one after he sees *this!*

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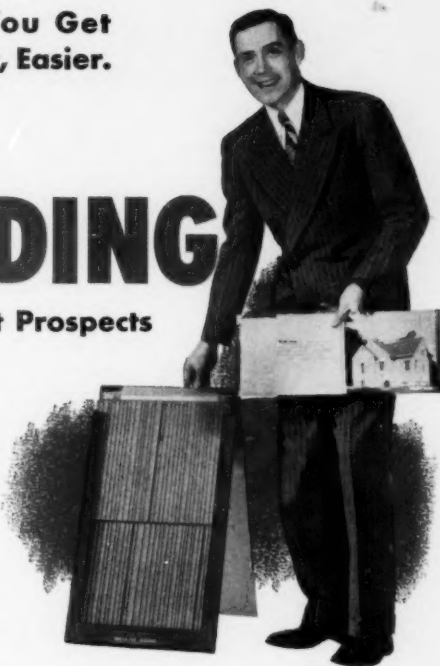
How can people know what you can do for them if you don't tell 'em? These newspaper ads will tell your story to thousands who never heard of you before. Some of those people are good prospects... who need Siding *now*.

BUSINESS REPLY CARDS

Jobs come from anywhere and everywhere... so we don't overlook a single bet to help you find and close sales. These cards are like little salesmen ringing doorbells for you — running down business — bringing it in.

BEAUTIFUL FULL COLOR SALES PRESENTATION BOOK

This is the piece that gets their attention and creates desire. Why? Because it presents a fascinating picture gallery of large, beautiful, unretouched natural color photographs of genuine siding jobs. It is authentic. It inspires confidence. It gets names on the dotted line.



VIEWMASTER WITH ACTUAL JOBS IN COLOR

Three dimension realism — in living natural color! New Shake Design reel available now. It's as if your prospect stood in front of each home and saw it with his own eyes! Job after job in glowing Kodachrome to show him how beautiful his own home will be after YOU give him your special skillful application of INSULITE Double Duty Siding. He sells himself with these pictures!

JOB SIGNS

(Put one up on every job)

Your name in big letters on this sign tells everyone who stops to watch — who you are — what you are doing — and where to get you in case they want to ask about their own home. You'd be surprised how many leads these signs produce.

CALLING CARDS

We'll give you all you want — get them out and get them to work for you. Plenty for your salesmen, plenty for yourself.

No other company does as much to help you get prospects and close sales as INSULITE. These are sales-proved promotion pieces... tested in actual use. They'll help you make selling easier and more profitable!

*Reg. U.S.T.M.



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Dept. AR-1-50, 500 Baker Arcade Bldg.
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Have your sales representative show me how your
SALES PLAN works to get more business for me.



1-50

Name

Address

City

State



HOW TO *Pick a Winner* WHEN YOU'RE CHOOSING SIDES



High Quality, Long Life and Low Cost make
FLINTKOTE ASBESTOS-CEMENT SIDINGS
Championship Material... either for
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Satisfied customers keep you in business. You can win and hold more of them by using Flintkote Asbestos-Cement Sidings. These modern siding shingles win friends for you with four important advantages.

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**STRAIGHT-EDGE
TAPERTEX**



**WAVELINE
WOODGRAIN**



The two patterns above are among the most popular in the Flintkote line of Asbestos-Cement Sidings. Specifications for both: Pieces per Square, 57; Approximate weight per Square, 185 lbs.; Exposure, 10 1/2" x 24"; Headlap, 1 1/2".

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